

State of the Map 2022

UX for Hyperlocal Maps in Southeast Asia

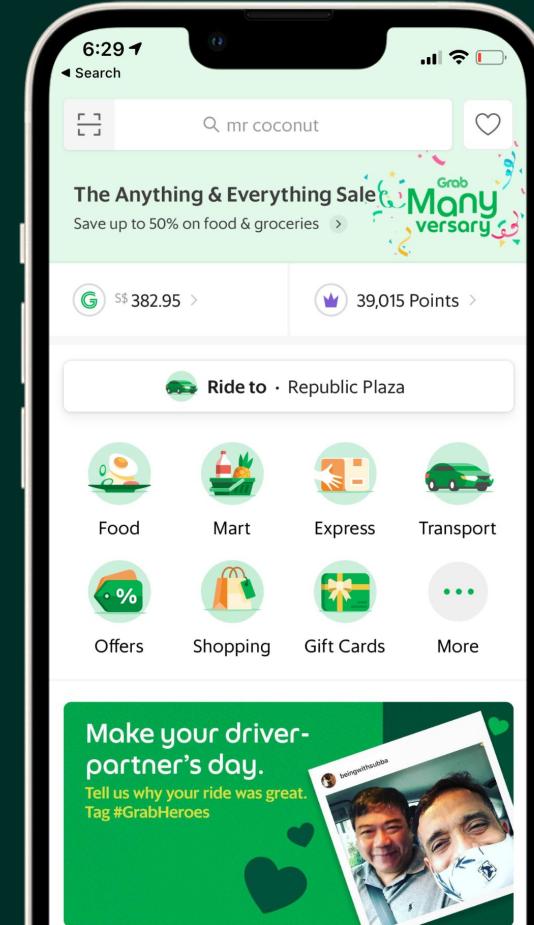
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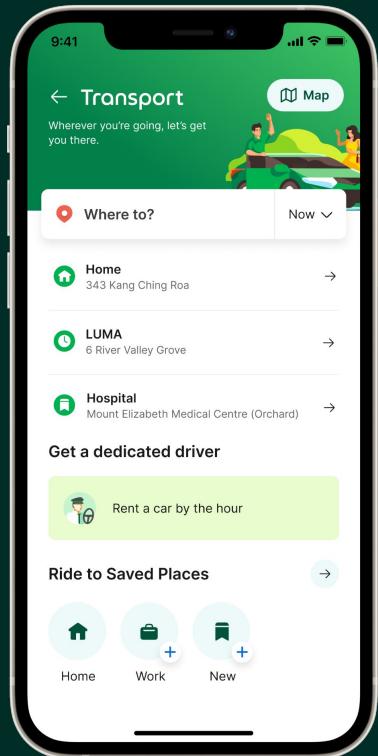
Grab is Southeast Asia's leading Superapp





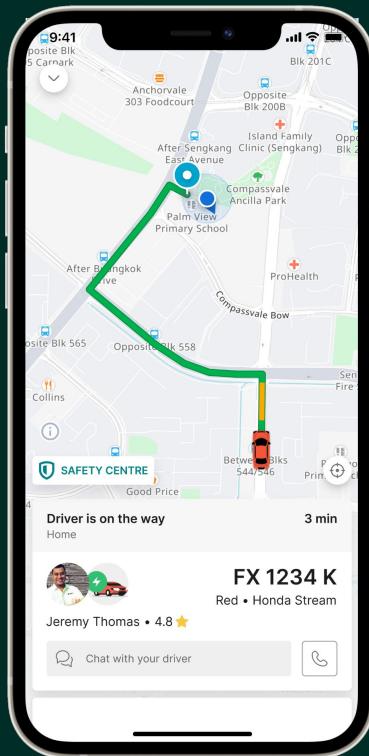
Guided by the Grab Way with a mission to drive Southeast Asia forward by creating economic empowerment for everyone

Grab Maps powers everyday services
for millions of people across
~500 cities in Southeast Asia



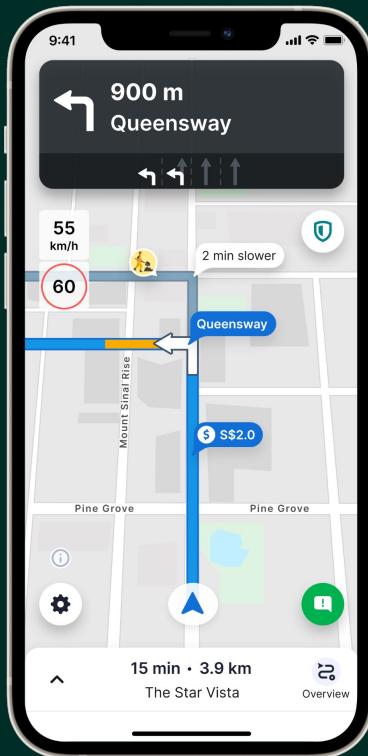
Places

30M places collected
service search, suggestions
& destination selection



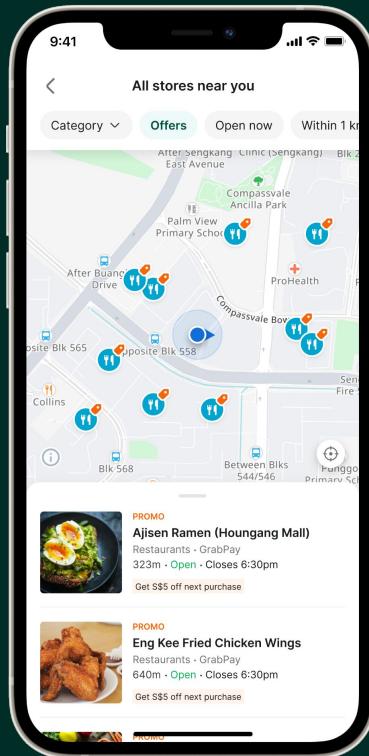
Roads

Roads data supports driver
allocations, distance, traffic
& ETA calculations



Navigation

Our maps power turn by turn
guidance for drivers with a
'made for SEA' experience



Nearby

We provide location
intelligence to all Grab
verticals

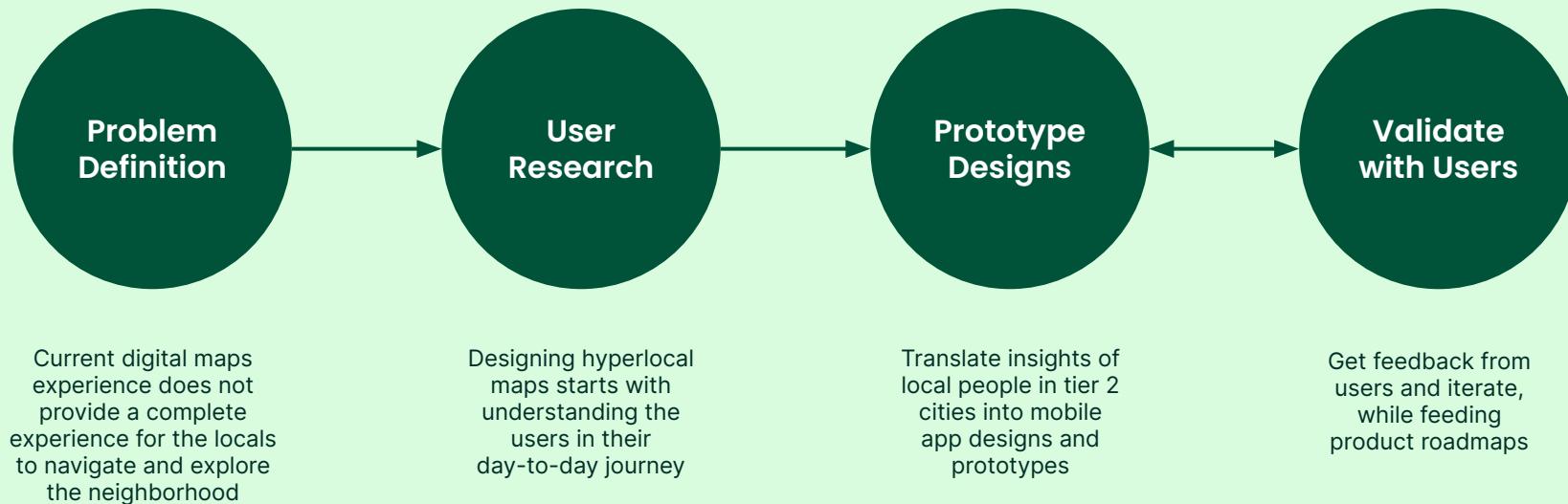
We operate in an interesting region

Where people need help
navigating the last mile

I went with my mom and since we both are unfamiliar with the road so we do the usual, just ask people on the streets. I was told beforehand that its nearby Borang Cemetery so once I get there, then I ask around. I think asking people is accurate and saves time.

Palembang ID: F, student, non map user





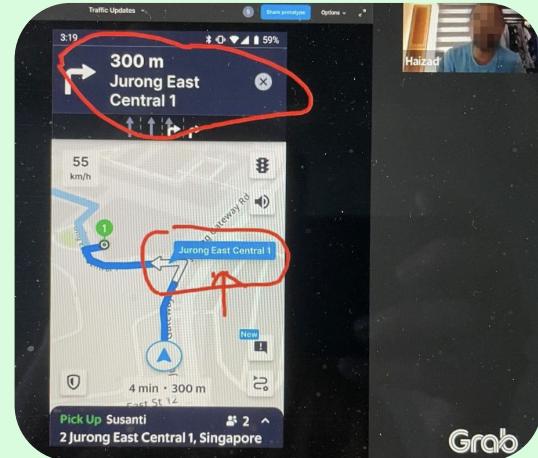
We get up close and personal



Focus groups



Grab a drink session



Usability testing

We understand what really matters



Places & access

Smaller roads are often closed by locals without notice - either permanently, during certain hours or temporarily due to events



Road conditions

E.g. too narrow / unpaved / steep gradient / lots of turns, etc that causes the drive to be unpleasant and/or unsafe



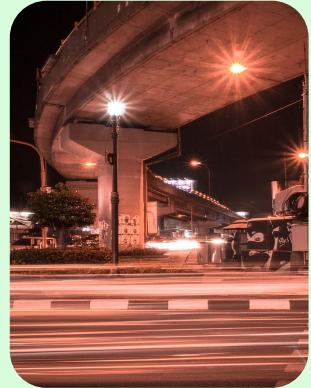
Activity hubs along routes

E.g. schools, markets - places that may suddenly become busy and cause disruption



Environmental factors

E.g. Avoiding driving on roads that are dusty / little-to-no shade / lots of heavy vehicles (especially for motorcycle drivers)



Illumination & safety

At night, many prefer travelling through well-lit streets for safety reasons - especially women

We apply a set of user centric principles



Automate where possible

Add quality to our experiences by making them effortless



Present with clarity

Translate complex information into simple experiences



Weave in the context

Focus on the nuances that matter in our region for our users



Focus on utility over aesthetic

Employ functional visual elements over embellishment & style

Engage deeply with the community to build and maintain maps



Missing roads

A quarter of the SEA edits on OSM are by the Grab data team



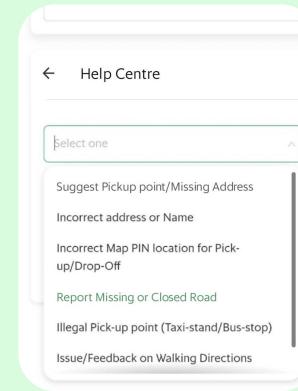
StreetComplete

StreetComplete campaigns in Thailand have contributed to ~15K missing data points



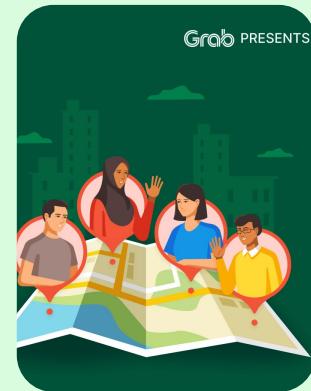
KartaView

100,000+ UKM, 61M images publicly available, and used by the OSM community worldwide.



Driver partner feedback

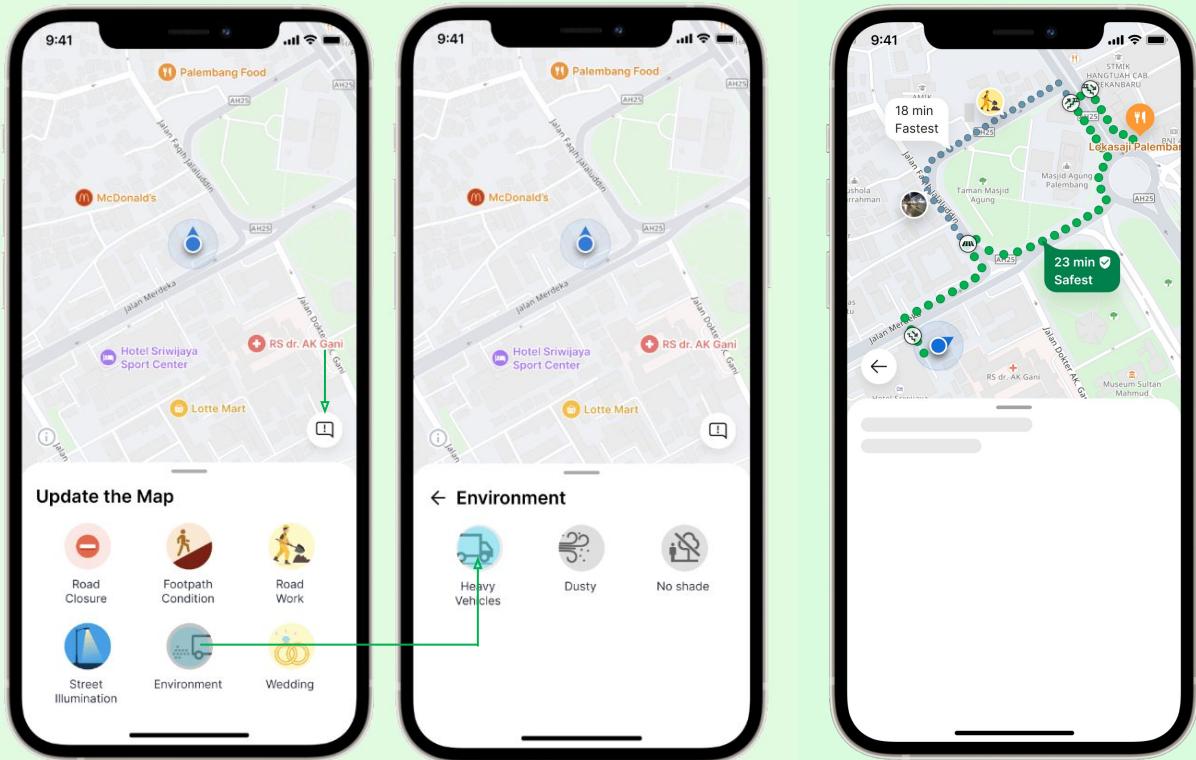
Every Grab booking and User feedback = Better OSM



GeoStars

Virtual program in 9 universities that enables the younger generation to explore the world of maps

Translate research insights into design

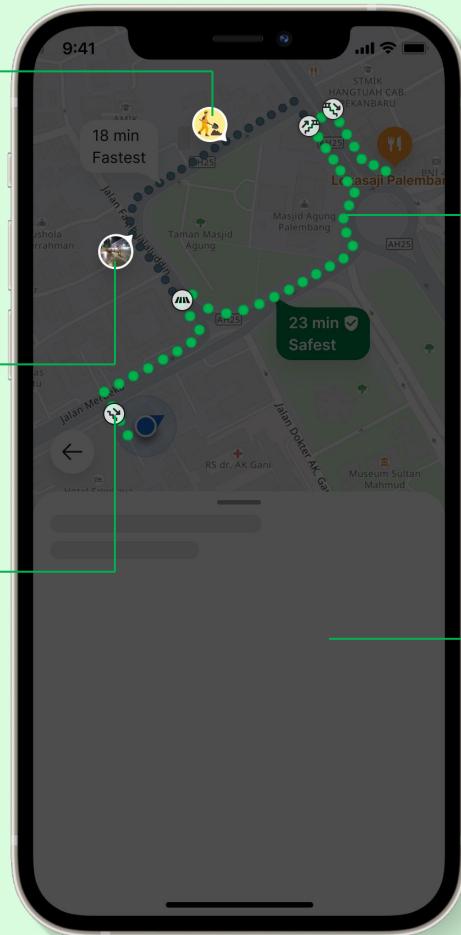


Crowdsourcing

Hyperlocal data from
users in tier 2 city

Safe route

Create trust in the platform &
communicate with detail maps



Hyperlocal map updates

- Wedding/events
- Footpath condition
- Street illumination
- Quality of environment such as dust and heavy vehicle

Short video

Immersive view of the environment

Accessibility icons

- Overhead bridge
- Entry of tunnel
- Entrance of building
- Steep road
- Cross road

Detailed walking route

Snap to footpath instead of on the road if available

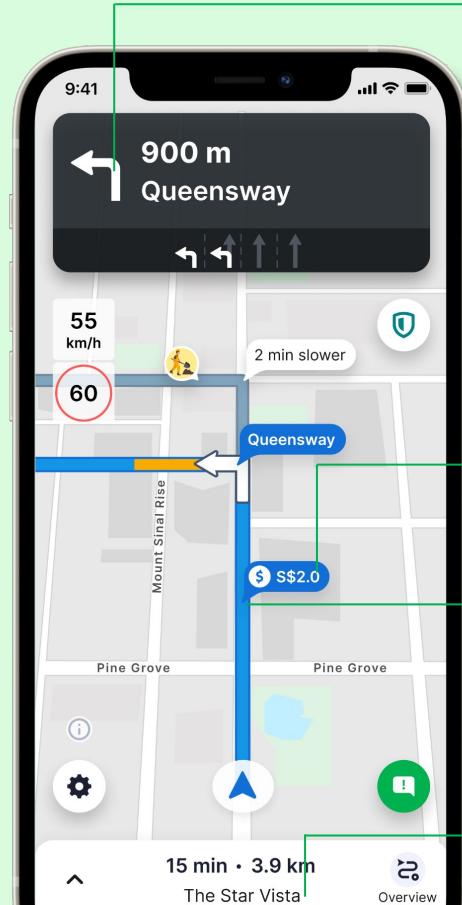
Trust

Encourage user to rate the quality of route after every trip

Key learnings designing for Southeast Asia Grab navigation driver app

Concerns from the driver

- Low data plan
- 2G / 3G network environment
- Small display
- Low performance phone
- Large map space is more important than turn by turn instructions



Clarity of direction with large arrow

Relevant to local as there are missing road names which is apparent in SEA maps

Auto tolls integration to driver app

Tolls auto added to receipt to help user do 1 less step

Clear visual route

Thicker & vivid route

Information & control at your fingertips

Reduce friction by displaying destination & other capability not possible with 3rd party nav

Thank You



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